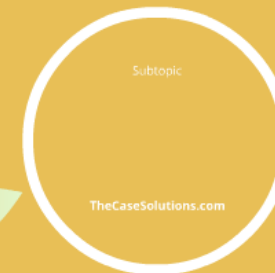
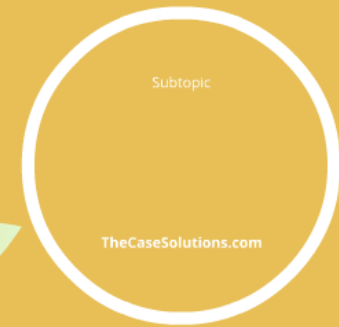
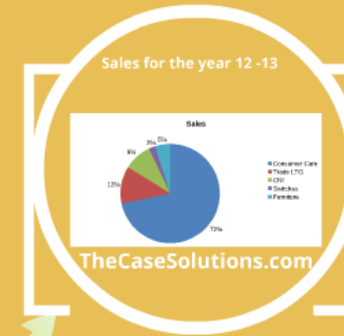


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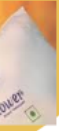


Wipro Consumer Care: Merchandising for Success

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WIPRO CCLG SALES DEVELOPMENT



BY:
PRIYANKA B.P

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WIPRO CCLG

- Wipro Consumer Care and Lighting was established in the year 1945.
- It operates in the Fast Moving Consumer Goods (FMCG).
- Its first product being vegetable oil was popularized in the name of 'Sunflower Vanaspati'.



Consumer Care
Trade LTG
CNI
Switch
Furniture

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Business of CCLG

- Consumer Care

Businesses of CCLG

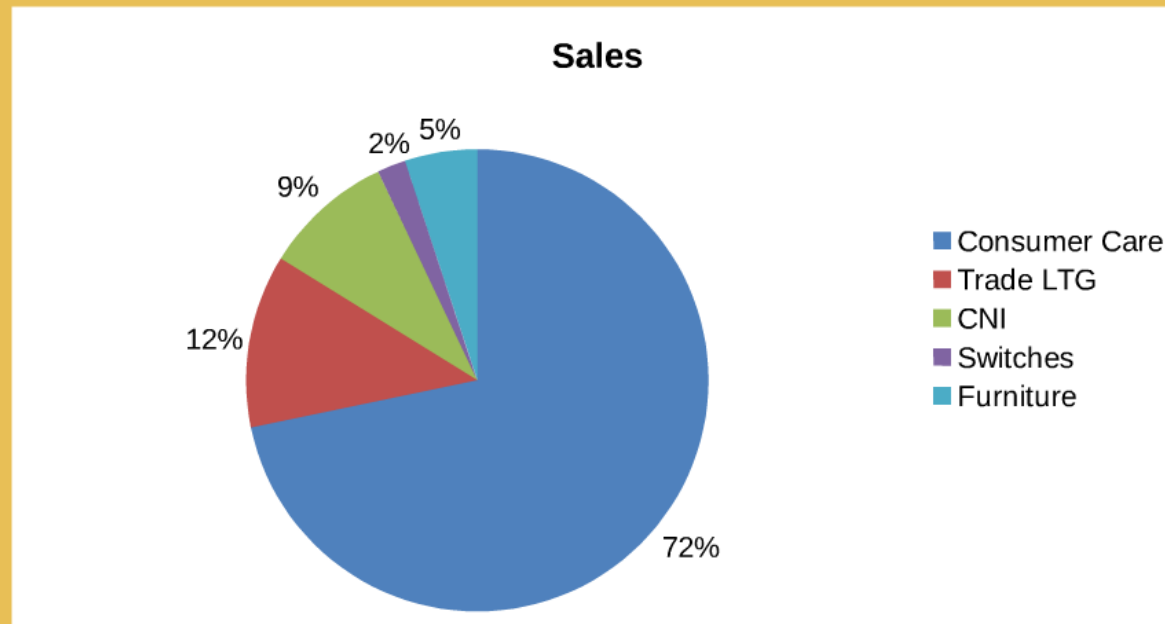


Subtopic

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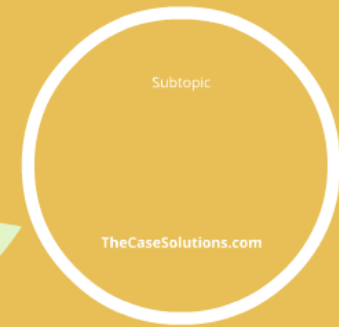
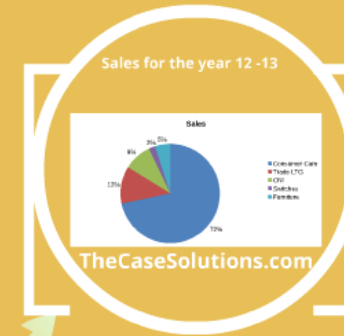


Sales for the year 12 -13



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